

Hicham SOUIBA

Technology & Digital Transformation Leader | Tech Ops Value Creation | Cyber | D & AI
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Married | 40 | Binational (Morocco & France) | https://hichamsouiba.com

Multicultural IT & Digital Leader with 18+ years of experience driving large-scale transformation across Consulting, Financial Services, Industry and Education groups (P-E, K12, HighEd). Experienced in operating within centralized, decentralized and multi-entity environments aligning governance, technology, and financial performance. Hands-on, frequent domestic and international traveller on the ground, with cultivated IQ and CQ. Proven ability to:

- Structure multi-country IT & Digital governance models
- Drive operational efficiency & cost optimization (OPEX / CAPEX oversight)
- Lead Data, AI & Cybersecurity roadmaps and implementation at group level
- Align systems (ERP, HRIS, CRM, LMS, Experience Platforms) with business growth and expectations
- Operate at executive & board exposure level

Led cross-functional teams across Switzerland, France, Spain, Morocco, India, Luxembourg, Thailand, and across Africa.

CORE EXPERTISE

- ❖ Digital Transformation, Enterprise & Technology Strategy
- ❖ Group-wide Cyber Roadmap Design & Execution, Multi-Entity Governance Harmonization
- ❖ Data & AI (Strategy, Governance, Operating Model, Technology, Reporting & analytics)
- ❖ Cloud, Infrastructure & ITSM
- ❖ Enterprise Platforms & Architecture (ERP, CRM, HRIS, SIS, LMS, Experience)
- ❖ IT function Governance, transformation and construction from the ground-up
- ❖ Program Delivery & Team Leadership (Nearshore / Offshore)
- ❖ Financial Oversight (Portfolio Prioritization, P&L, Business Cases, Reporting)

PROFESSIONAL EXPERIENCE (Abstract)

Group Director of Technology & Digital / CTO — 2024 – Present
Honoris United Universities, Casablanca & Africa

Pan-African education network – 16 institutions across 10+ countries, 115k+ Students

- Leading group-wide IT & digital transformation across decentralized institutions (OPEX/CAPEX 19.3 M USD).
- Established and chair the Honoris IT & Governance Council to align CIOs and institutional roadmaps. Team and community building with the first ever Honoris IT Summit 2025 (40+ attendees).
- Conducting IT maturity reviews and stack rationalization across institutions.
- Co-leading Group Data & AI initiative with business: defined vision, target architecture, and >20 prioritized use cases; delivered first 3 MVPs and preparing scaling up to the rest of the group. Empowering teams with AI.
- Designed cybersecurity roadmap (SOC, monitoring model, risk governance) and implementation with each institution. Doubled the group overall cybersecurity maturity readiness in 16 months.
- Leading group-wide HRIS transformation with HR (SAP SuccessFactors), standardizing core HR processes.
- Overseeing IT Operations and ITSM modernization, Vendors & Contracts Management and negotiation.
- Operating in close alignment with Finance, HR, Strategy & Marketing, Academic, and Executive Board.
- Leading complex transition management initiatives, including SAP SuccessFactors contract exit, carve-out management, settlement negotiations, and rationalization of digital ecosystem commitments.

Senior Manager, Customer & Marketing — 2023 – 2023
Deloitte Digital, Geneva

- Co-designed Customer & Marketing practice strategy and go-to-market, from positioning to delivery model.
- Building Pitch decks and RFP answers, contributing to the local practice development and growth

Principal, Head of Experience & CLM — 2021 – 2023
CAPCO, Geneva

- Head of Experience & CLM: Designed the strategy for digital marketing, CRM, and experience design offerings.
- Built and managed an internal community of 12+ experts, overseeing training, certifications, and hiring.
- Programme Manager (Leading APAC Bank): Led a multi-year payment transformation programme: managed a 6-member consulting squad (PMO, BAs, Architects) and reported directly to the executive board.

Senior Manager Technology, Transformation & Strategy 2010 – 2021

Capgemini, Geneva, Luxembourg, Lyon

Senior Manager & Transformation Leader (2017 – 2021) / Geneva, Luxembourg

Held progressive leadership roles in digital transformation, cloud strategy, data, cyber, and large-scale enterprise modernization across European financial institutions and industry clients : (abstract)

BGL – BNP Paribas (Universal Bank)

- Delivered enterprise digital strategy and 5-year transformation roadmap.
- Structured 12-stream investment case with €20M+ projected savings, including Data & Cyber Strategies
- Reported to C-level and Transformation Board.

UBP – Omnichannel Digital Banking Platform

- Co-led design and launch of new headless omnichannel platform (50K+ clients, 600+ employees).
- Managed 30+ FTEs distributed teams (nearshore/offshore: Switzerland / France / India).
- Supported executive reporting, risk management, and board governance.

Mirabaud Private Bank

- Established and led an Agile delivery center in Valencia (Spain) (13 FTEs).
- Delivered business APIs and digital applications for Relationship Managers and Portfolio Managers.
- Accelerated time-to-market while strengthening operational governance.
- Improved employee digital experience and internal process automation.

Innovation & Transformation Leadership (Capgemini Switzerland)

- Country-level Transformation Leader for Agile, Delivery Management, DevSecOps
- Delivery Management oversight governance and best practices

Senior Consultant & Solution Architect (2014 – 2016) | Lyon

- Led end-to-end delivery of large-scale Customer Experience platforms for international clients (Bayer CropScience, Nestlé, SEB), including inception phases, business cases and post go-live support.
- Acted as Agile Lead and Industrialization Champion, structuring delivery frameworks.
- Managed cross-functional teams while interfacing with client executive sponsors

Consultant, Confirmed Consultant & Team Lead (2009 – 2013) / Lyon

- Agile Secondments: Acted as Scrum Master and Product Owner for high-profile clients such as Veolia, Bayer, Nespresso, and The Global Fund, producing key technology deliverables.
- Technical Leadership & Architecture: Managed development teams to ensure the quality of technology deliverables during the early-stage digital transformation of industrial and consumer goods clients.

Web Consultant, Digital PM (neptis, Xerox Research Centre Europe, Capgemini) 2005 – 2009

Several long internships and in-company trainings developing web products and managing projects deliverables.

ENTREPRENEURIAL EXPERIENCES

- CTO of remizbox, Leading e-commerce guide and cashback platform in Morocco (2017 to 2020)
- Auto-entrepreneur / Freelance – Digital Marketing, Strategy, CTO (2012 to 2018)

EDUCATION

Leading Innovation Programme — SAÏD Business School, University of Oxford – 2019

IT Engineer / Master of Science — Institut National des Sciences Appliquées (INSA) de Lyon – 2010

CERTIFICATIONS (Abstract)

Generative AI, CoPilot, Anthropic Architect Foundation, Generative AI Workplace Transformation 2023, 2025, 2026

AWS Cloud Practitioner, Sales, Well-Architected Framework — Amazon Web Services – 2022, 2023

Leading SAFe, Certified ScrumMaster, PSM I, PSPO — SAFe (2021), ScrumAlliance, Scrum.org – 2012, 2015, 2016

Certified Architect & Engagement Manager — Capgemini – 2015 – 2019

LANGUAGES & SKILLS

- **Languages**: French (Native), Arabic (Native), English (C2), Spanish (A2), German (A1)
- **Tech Stack & Tools**: O365, AI/ML/Automation, MS Azure, AWS, Jira, Confluence, HubSpot, SAP.
- **Hobbies**: Triathlon, Aviation, Reading (Leadership), Geopolitics